



WEWS

ORDER

Print Date 10/23/12

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Flight Dates **10/23/12-11/06/12**

Contract / Revision **315442 /** **OH Mandel Kennedy Split**

Original Date / Revision
10/22/12 10/22/12 Agency Com 15%

Advertiser **Mandel-Kennedy/Republican**
7669 Stagers Loop
Delaware, OH 43015

Agency **Strategic Media Placement**

Buying Contact
7669 Stagers Loop
Delaware, OH 43015

Sales Office WEWSL
Sales Region LOC
Agency Ref

Primary Account Executive
WEWS Local Political

Account Executive	Order%	Start Date	End Date
WEWS Local Political	100%		

Order Sep 00:20:00

Estimate # **3010**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-2

Advertiser Ref

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	10	\$14,407.50	\$16,950.00	0.00
November 2012	20	\$27,327.50	\$32,150.00	0.00
Totals	30	\$41,735.00	\$49,100.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/28/12	10	\$14,407.50	\$16,950.00
10/29/12	11/06/12	20	\$27,327.50	\$32,150.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	10/23/12	11/06/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	11111--	:30	5	\$650.00	P-2	0.00	NM	10	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--111--			3			\$650.00		0.00			
Week:		10/29/12	11/04/12	11111--			5			\$650.00		0.00			
Week:		11/05/12	11/11/12	11-----			2			\$650.00		0.00			



WEWS

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Contract / Revision **315442** Flight Dates **10/23/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/22/12/ 10/22/12

Order Sep 00:20:00

Advertiser **Mandel-Kennedy/Republic** Product **OH Mandel Kennedy Split** Estimate # **3010**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WEWS	10/23/12	11/05/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	11111--	:30	5	\$1,800.00	P-2	0.00	NM	9	\$16,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	--111--	3		\$1,800.00		0.00						
Week: 10/29/12		10/29/12	11/04/12	11111--	5		\$1,800.00		0.00						
Week: 11/05/12		11/05/12	11/11/12	1-----	1		\$1,800.00		0.00						
N 3	WEWS	10/23/12	11/05/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	1111111	:30	7	\$2,400.00	P-2	0.00	NM	11	\$26,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	--111-1	4		\$2,400.00		0.00						
Week: 10/29/12		10/29/12	11/04/12	1-11111	6		\$2,400.00		0.00						
Week: 11/05/12		11/05/12	11/11/12	1-----	1		\$2,400.00		0.00						
Totals														30	\$49,100.00